

## **U.S. Commercial Service Germany's GOLD KEY Service**

Contact: John Lumborg, Fax: +49 30 2045 4466, Phone: +49 30 8305 2736

Email: [John.Lumborg@mail.doc.gov](mailto:John.Lumborg@mail.doc.gov)

### **What is our GOLD KEY Service?**

If you want to do business in Germany on a sustainable basis our GOLD KEY service (GK) can help you achieve your goals by providing an optimal means to attract and screen potential representatives or partners. The GK service is the U.S. Commercial Services (CS) longest running and most successful export promotion tool, offered in almost all of the sixty countries where the CS is present.

In Germany the GK is a low cost, customized service designed to help U.S. exporters assess the market, find contacts and schedule appointments with potential business partners in Germany.

### **Here's how a GOLD KEY works in a nutshell:**

Our specialists discuss and evaluate with you your company's product line or service and plans for the German market. We work from this plan and, using our years of experience, standing in the business community and extensive industry network in Germany, contact potential partners on your behalf. Your company profile, product literature and information about your pending visit are sent out and appointments with interested parties are set up for you in advance of your arrival.

### **The steps of a GOLD KEY:**

#### **GOLD KEY assessment!**

To help you decide whether a GK will meet your particular objectives, we highly recommend sending us a copy of your company profile and product or service brochure along with a short description of your objectives as you would like them communicated to others. We then review your information and consult with you regarding your company's product or service and strategy for Germany, with a view to its market potential, as well as the timing and venues of your trip. Through this stage there is no cost to your firm.

#### **Signing up for the GOLD KEY**

Once the preliminary assessment is complete, and you decide to proceed, we need all of the following 30 days prior to your arrival in order to start a GK Service:

- Completed and signed Participation Agreement and GK Questionnaire
- Payment of \$ 1130.00 via credit card (preferred) or a check
- 20 complete sets of your company and product literature, including product pricing information

### **The basic GOLD KEY Service**

#### **What do you get for your money?**

- We conduct a phone and/or fax campaign to ascertain interest among prospects in the market fitting the profile and criteria provided by you. We then send interested parties a complete set of your product literature for examination and particulars of your pending trip, asking whether they want to meet with you. We follow up with each contact to clarify any questions they may have and set up appointments.

- We schedule as many business appointments as possible, selected through your instructions, and the procedures described above. Due to the decentralized nature of the German market, appointments may be spread throughout the country. Should you wish to have appointments for just one specific city, this could substantially limit the number of appointments we are able to secure. NOTE: WE DO NOT GUARANTEE A SPECIFIC NUMBER OF APPOINTMENTS. See note below.
- You will be provided with information on each of the scheduled appointments, including company data.
- In Germany you will receive a briefing by a CS specialist on the economy and market sector relevant to your activity.
- The GK package includes a one year (\$100 value) web page listing of your product or service in German on our highly successful website, [BuyUSA.gov/germany](http://BuyUSA.gov/germany), including your objective, a product image and a link to your company website. We will prepare the translation at no additional cost. The listings will encourage interested local importers to contact Commercial Service Germany, which will then forward suitable trade leads to you.
- CS Germany has offices in Berlin, Dusseldorf, Frankfurt, Hamburg, Leipzig and Munich. If your appointments fall within these cities or their immediate suburbs and you so desire, a bilingual CS representative or contractor will accompany you on your appointments at no additional charge except for incidental expenses. For appointments outside of these cities, we can arrange a bilingual assistant at a fee of EUR 170 per day plus incidental expenses.
- Assistance in finding hotels is offered.

### **Important Note – Please read carefully**

The GK Service does not guarantee that a specific number of appointments can be scheduled. Factors beyond our control may limit the number of appointments. . Please bear in mind that even if a GK does not yield appointments, the information gained, even if negative, provides you with useful knowledge and feedback on the German market. Appointments made through the GK service will satisfy only the criteria set forth by you in the Participation Agreement and Questionnaire. The GK service does not guarantee any meetings will result in agreements signed or sales. Moreover, due to the decentralized nature of the German economy, appointments may, with your concurrence, be scheduled anywhere in Germany. No refund is possible if appointments cannot be kept due to a change in your travel plans. If trip cancellation is unavoidable, you have the option of 1) receiving the list of arranged appointments for your own follow up, or 2) authorizing CS Germany to maintain the file and arrange the GK appointments at a later date, if possible. Different product or service lines with separate distribution channels in Germany will be treated as multiple GK's for fee purposes.